

ABSTRACT OF THE DISCLOSURE

An object of this invention is to easily execute photography in various photography modes. In order to achieve this object, an image pickup apparatus of this invention has a setting device for setting a plurality of chapters, and a control device for controlling photography operation in an order of the set chapters on the basis of settings of the plurality of chapters by the setting device, in which the setting device sets, for each of the plurality of chapters, a photography time and a mode for executing desired photography during the photography time.